

RJ REYNOLDS

TOBACCO COMPANY

*Lori -
I e-mailed this
to you also.
J*

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

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(716) 634-4179
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May 8, 1998

L. E. MacWilliams

JULY SALEM TEAR TAPE #800438 / #807: PRODUCT ORDERING DATE

Dear Lori:

The first order date for *July Salem Tear Tape* is scheduled for June 8, 1998.
DTS Date is scheduled for June 29, 1998.

Templates for this promotion have been available since 4/27/98, and allocations have been loaded to direct accounts as of 5/6/98. In order to meet the DTS date, it is necessary to order product on June 8th (first order date). It seems that, rather than 'sit' on this promotion for **4 weeks**, and then scramble to get it ordered on the first order date, it would be very helpful if Winston-Salem could open up this promotion for ordering at least one week ahead of the DTS date.

Can this issue be addressed with someone in Winston-Salem?

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

51856 9864

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: July

Promotion: SALEM Tear Tape (.30¢ off 1 Pack)

Promotion #: 800438 (Drive period 807 for promotional product orders) Pre-Sleeved: No

Item #: 541964 Shipper/Display

Segment: Partner Pack Outlets as "identified" on grid for SALEM

SKU Quantity: 40

Placement/MSA Reporting: SAL 98 30/1 PK

Reporting Dates: 7/13/98 - 8/28/98

Promotion Details: **1) Promotion Description:** SALEM 30¢ off 1 pack tear tape. Product is in white promotional cartons.

2) Materials Description: SALEM 40-Pack Display/Shipper (1 SKU) includes Poster #541970. Pack Replica POS #541973 (1/SKU) order separately.

3) Recommended Displays: #541964

4) Special Instructions: Unordered product from previous drive period (806) will be moved into current drive period.

Pricing Details: - **Invoice Description:** SAL 98 30/1 PK

- **Pricing:** Reduced list price

- **Terms:** Standard 3.25% 5% EFT

- **Additional Allowance:** NA

Promotional Packaging UPC: NA

Product UPC:	Packs	*Carton	Cases
FF 85	0 12300-12039	9 724461000	24194
LT 85	0 12300-12439	9 724458000	24196
FF 100	0 12300-12239	9 724462000	24195
LT 100	0 12300-12539	9 724460000	24197

VAP Payment Per 6M Case: **1) Pack Only:** \$4.75 per promoted 6M case (\$0.64 per SKU of 40)

2) Pack and Ship: \$7.00 per promoted 6M case (\$0.94 per SKU of 40)

II. Promotion Timing

Allocations Available: 4/20/98

Model Available: Stub model will be used to obtain quantities

Allocation Adjustments to Model: On-Going

Templates Available: 4/27/98 - 5/22/98

Allocations to Direct Account Level by W-S: 6/1/98

First Order Date: 6/8/98

First Delivery Date to Direct Accounts: 6/29/98

Roll Remaining Allocations to Next Drive Period: 7/6/98

VAP/Delivery Date to Retail Accounts: 7/13/98

Last Delivery Date to Direct Accounts: 7/31/98

Roll Remaining Allocations to National Clean-Up: N/A

* Promotional carton UPC will not be printed on carton. Provided for communication purposes only to direct accounts as needed.

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